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THE WHITE HOUSE

WASHINGTON

July 15, 1985

Dear Mr. Wenceslao:

Thank you for your message and for sending me a copy of your letter to President Reagan.

I appreciate your thoughtfulness and you can be sure I will share your correspondence with the appropriate White House staff members.

With best wishes,

Sincerely,

A handwritten signature in black ink, reading "Donald T. Reagan". The signature is fluid and cursive, with the first name "Donald" being the most prominent.

Donald T. Reagan  
Chief of Staff to the  
President of the United States

Mr. Francisco C. Wenceslao  
President and CEO  
The Philippine-American Democratic Foundation  
Suite 12  
12802 Valley View Street  
Garden Grove, CA 92645

4860

NATIONAL SECURITY COUNCIL  
WASHINGTON, D.C. 20506

July 20, 1985

**received**  
7-24 85 SS

Dear Mr. Wenceslao:

Thank you for your letter, dated June 11, 1985, to Mr. McFarlane, concerning The Philippine-American Democratic Foundation and the attached summary report. I appreciate your taking the time to inform me of the Foundation's programs.

I understand that you have previously been in touch with Assistant Secretary of State for East Asian and Pacific Affairs Paul Wolfowitz on the same subject. Mr. Wolfowitz indicated he had written to you on June 12 about your proposals and about United States policy toward the Philippines. The Administration strongly supports the development of fully functioning democratic institutions in the Philippines, and I wish you well in your own endeavors to this end. Just how this objective is to be achieved is, as Mr. Wolfowitz stated, a matter best determined by the Filipino people themselves.

Sincerely,



William F. Martin  
Executive Director

Mr. Francisco C. Wenceslao  
President and Chief Executive Officer  
The Philippine-American Democratic Foundation  
12802 Valley View Street  
Garden Grove, California 92645

AGENCY FOR INTERNATIONAL DEVELOPMENT

WASHINGTON D.C. 20523

ASSISTANT  
ADMINISTRATOR

26 JUL 1985

received  
8-1 SS

Mr. Francisco C. Wenceslao  
President and CEO  
The Philippine - American Democratic  
Foundation (PADF)  
12802 Valley View Street  
Garden Grove, California

Dear Mr. Wenceslao:

Thank you for your letters of June 21 and July 1, 1985, describing your organization's activities and your plans for the future.

Mr. Odell's earlier letters of June 20, 1985, on behalf of Assistant Secretary Wolfowitz, and of July 8, 1985, respond to your request for information on how A.I.D. assistance can be channeled through your organization to meet the needs of disadvantaged people in the Philippines. If you need any further information, please contact Mr. Odell. You may also wish to be in direct contact with our USAID Mission in Manila on this matter.

Thank you for your interest in the A.I.D. program.

Sincerely,



Charles W. Greenleaf, Jr.  
Assistant Administrator  
Bureau for Asia and Near East

# The Philippine-American Democratic Foundation

## A NATIONWIDE EDUCATIONAL AND INFORMATION PROGRAM (PADF 7/29.85)

### 1. Introduction

The Philippine-American Democratic Foundation hereby proposes to undertake this program. Its primary goal is the preservation of democratic institutions in the Philippines by averting the debilitating effects of communism's two best allies: poverty and ignorance on the people. The assumption is that the efficacy of development assistance, aimed toward the improvement of the quality of human life, is bolstered if properly communicated. This fosters better appreciation of freedom and democratic values so that the people themselves will safeguard those values.

The program will editorialize through print and electronic media various development assistance programs rendered by official development agencies (ODAs) and private voluntary organizations (PVOs) in the Philippines. This will achieve greater synergy among them and stretch their cumulative impact without increasing resources. The program will improve the delivery capability of ODAs and PVOs for goods and services aimed toward eliminating the underlying causes of poverty and ignorance.

Many programs failed because of the inability to build up constant awareness of what each program did and how it worked. For example, a feeding program could not achieve its objectives because of the failure to overcome the reluctance of those not used to drinking non-fat dry milk, which was unpalatable to them. The result would have been different if it was pointed out that the milk had basic nutrients essential for nursing mothers and growing children.

It is generally accepted that development assistance will succeed or fail based on its ability to gain the confidence of the people who will benefit from it. Public confidence is vital, without which no development program will succeed.

### 2. Objectives

This program will help in making development assistance more effective for improving the quality of human life, building new and strengthening old institutions, boosting economic growth, and enhancing peace and order. All of these

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are essential ingredients of a viable democratic society. The program has three principal objectives, as follows:

2.1 Short-Range - Income generation for the people directly involved in the program and its ripple effect on the economy.

2.2 Medium-Range - The enhancement of the free flow of information and exchange of ideas, which is indispensable to a democratic society.

2.3 Long-Range - The improvement of the efficacy of development assistance programs toward eliminating the underlying causes of poverty and ignorance as well as their unfavorable impact on the people's appreciation and support for democratic institutions.

### 3. Budgetary Aspect/Action Framework

This program shall be implemented through print and electronic media in popularly-accepted mass communication formats, as follows:

#### 3.1 R a d i o

(a) A 30-minute continuing drama series with soap opera format, aired 7 days a week over 31 AM radio stations, which have a combined "reach" to about 70% of the population in the Philippines. The series will focus on everyday life in a rural Philippine community where some families are linked to urban centers and foreign countries through relatives and friends. The story will revolve around some development projects and their effects on the lives of the inhabitants in the community. News and occasional visits of relatives and friends from the cities or foreign countries enable the people of the community to compare their lives with them.

Estimated annual cost                      \$ 110,000  
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(b) 12 x 60-second spots daily over 31 AM and 7 FM radio stations, 7 days a week, to broadcast general information, testimonials by big-name talents and minute dramas. Current issues of the day will be the main focus,

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such as public administration and the civil service, law and order, education and social development, labor and management, etc.

Estimated annual cost	\$ 60,000
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(c) 2 x 15-minute newscasts daily, one in the morning and the other in the evening, 7 days a week, over the same number of stations as in (b).

Estimated annual cost	\$ 50,000
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Total for Radio Information Program	\$ 220,000
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### 3.2 P r i n t

A regular monthly magazine tentatively entitled, "FREE ENTERPRISE" which will have one central editorial policy: to promote economic and social progress so that it will help in preserving democratic institutions. It will contain news and commentaries to broaden understanding of the development process, and disseminate results of development projects to guide researchers and policy-makers.

It will also stimulate discussion and the exchange of ideas as well as assist readers in balancing their preconceptions with new views and factual reporting of events.

Estimated Publication Cost p.a.	\$ 173,000
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### 3.3 T e l e v i s i o n

A 60-minute TV program, once a week, which will focus on specific development projects undertaken by ODAs and PVOs in fields given under 3.1(b). Included will be interviews of people with varying perceptions about each project, highlights of cultural and lifestyle differences in foreign countries under contrasting forms of government to provide viewers a means to compare, for instance, life in a democracy with that under communism.

Estimated annual cost	\$ 148,000
-----	\$ 541,000

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Total carried forward	\$ 541,000
Program management and administrative cost (10% of direct cost)	<u>\$ 54,100</u>
TOTAL PROGRAM COST	\$ 595,100 vvvvvvvvvv

#### 4. Marketing Aspect

The Philippine-American Democratic Foundation has applied for a grant and has launched a fund-raising campaign to finance the total cost for the first year of the program. Eventually, PADF will apply for registration as a PVO with the U.S. Agency for International Development.

It is planned to market the program to the USAID and its affiliated PVOs, including multilateral ODAs such as the World Bank, in order to raise the money for the succeeding years.

The selling point of the program is this. Rather than continue their own separate communication programs in the Philippines, ODAs and PVOs can subscribe to this program. It will enable the pooling of their communication resources to achieve economies of scale and much better results at a cost surely less than what each is spending now.

For example, instead of publishing its own newsletter or magazine and continue maintaining an editorial staff, a PVO can subscribe to a share of the publication cost of the "FREE ENTERPRISE" (the magazine proposed herein). As such, it will be allotted space to publish articles and reports in the magazine proportional to its subscription. This will result in a larger audience than its usual readers.

Co-sponsorship of the radio and TV programs will be open to ODAs and PVOs as part of their respective public information efforts. Again, the cost will naturally be less than what each would spend if it is running its own radio or TV campaign.

\* \* \* \* \*

PHILIPPINE-AMERICAN  
Democratic Foundation  
12802 Valley View, Ste. 12  
Garden Grove, CA 92645



The Philippine-American Democratic Foundation  
12802 Valley View St., Suite 12  
Garden Grove, CA 92645

Gentlemen/Madame:

I am contributing a tax-deductible amount of \$ \_\_\_\_\_, which shall be used exclusively for your humanitarian aid program to the people of the Philippines.

☐ Payment enclosed. ☐ Bill me.

Printed Name \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Please fill in the needed information at the back.

#### PROGRAMS AND PROJECTS

The Foundation's activities in the three (3) areas mentioned will include, but are not limited to, supporting or undertaking on its own the following programs and projects:

(a) **Educational program** — The forms of assistance will consist of **printing and distributing** prescribed textbooks and audio-visual aids in civic education; **scholarship grants** for higher education; **funding supplementary instructions**, such as adult education, school-on-the-air, etc. and **school-building construction**.

(b) **Population Planning and Nutrition Program** — The forms of assistance will consist of **funding** multi-media information campaigns; **providing** supplemental staff salaries, supplies and equipment for population planning, child-care training and nutrition centers.

(c) **Communications Program** — the forms of assistance will consist of **funding** multi-media information campaigns in support of other organizations' projects, which fall within the Foundation's primary purpose; **printing and distributing** reading materials in conjunction with its own programs and projects; and the publication of an official monthly magazine.

Further support for the Foundation's programs and projects may include sponsorship of radio and TV shows with popularly-accepted formats, research, seminars, symposiums, conferences, travel grants, TV documentaries, and such other activities as its Board of Directors may from time to time consider appropriate.

#### THE PHILIPPINE-AMERICAN DEMOCRATIC FOUNDATION

12802 Valley View, Suite 12  
Garden Grove, CA 92645

Tels.: (213) 598-9471 & (714) 895-5392

The  
Philippine-American  
Democratic  
Foundation

Guarding democracy through  
human-resource development.

A Fact Sheet

## PURPOSE AND OBJECTIVES

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